

Elements of a successful school brand

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Who I am... & how I ended up where I am now!

TRACY TIGCHELAAR *(Ti-ke-lar)*



Who I am... & how I ended up where I am now...

TRACY TIGCHELAAR *(Ti-ke-lar)*

- Brit, turned Dutchie for 15 years...
- Now living in Michigan (with the snow - and the sun!)
- Former Finals site client - The British School in The Netherlands
- Over 20 years experience in education marketing



Now heading up Finals site Advantage...

Branding - What is it & why does it matter?

Let me guess...

- Your school operates in a competitive market place
- You have a complex customer base with diverse needs
- You (probably) cannot compete on price – and quality alone is not always enough
- You need to stand out from the crowd - to be ‘top of mind’
- You need to be able to clearly communicate what is *unique* about your school...

branding

(verb)

the **art** and **science** of influencing perception about a product, service, or organization.

- Sean Tambagahan

Branding - What is it & why does it matter?

That's a lot to ask of a logo and school name right...?!

Which is why that's not all that branding is about.

Brand is not *just* a logo, tagline, slogan or campaign

“Brand is ultimately what you do – it’s how you present yourself every day and how your customers experience your school”

What is a brand?

- A brand is like a *promise* (we'll come back to that!)
- Put simply, successful brands deliver on their promises - by delivering on brand promises you create *brand value*
- A successful brand must be honest and consistent about what it represents
- Your brand needs to be just as clear about *what it is* as what it is *not*



What does a brand 'do'?

A brand provides a **concept for people to identify with.**

It helps an organisation **speak with one voice.**

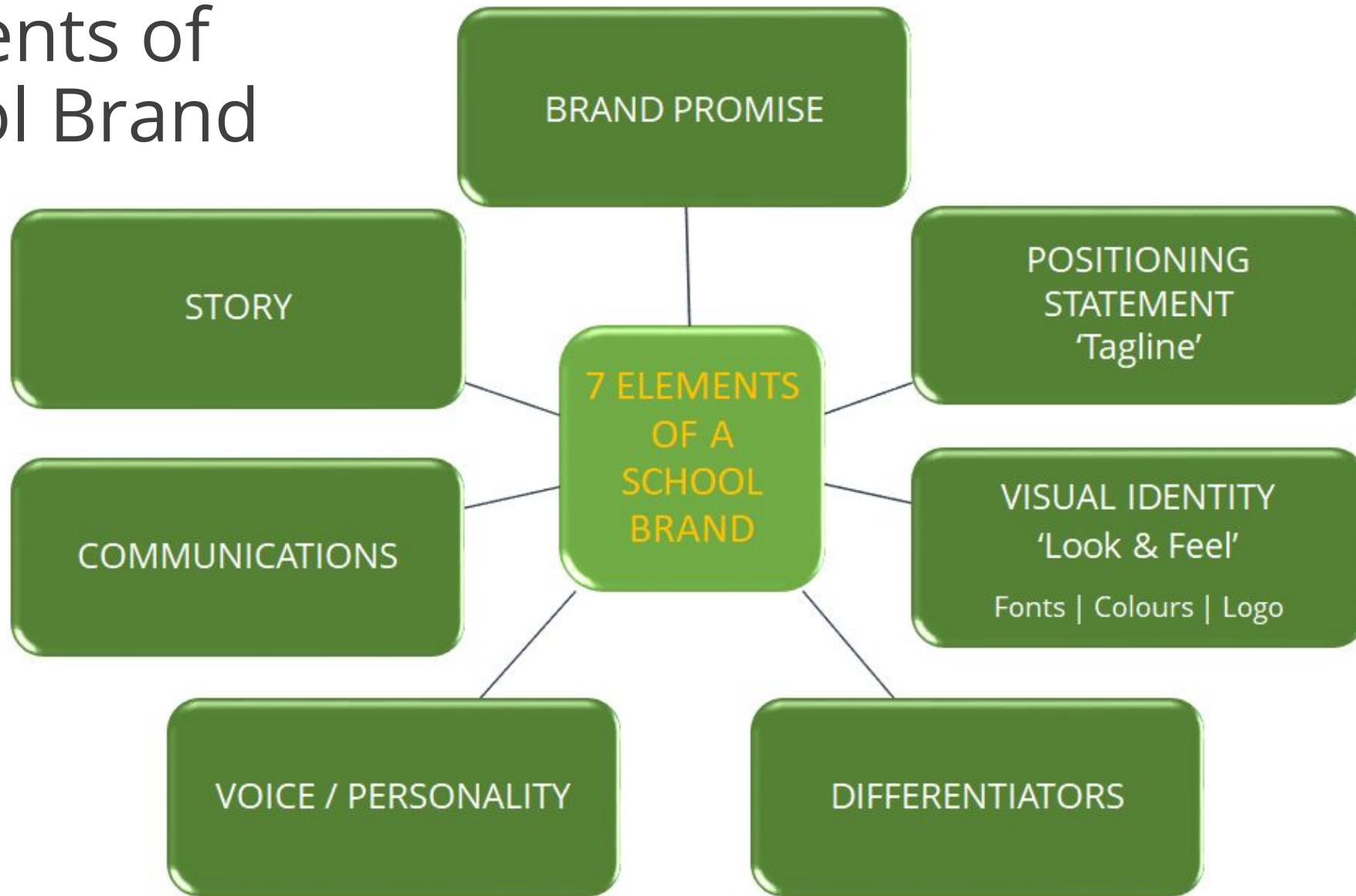
Your existing stakeholders should be **able to identify with the brand and feel a sense of pride** about it.

A brand can be summed up with a strapline or phrase, but it can be much more than that. A successful brand **can help give direction and focus**, and create movement along a desired course.

So how do you relate that to your school...?



7 Elements of a School Brand



What's a Brand Promise - & why does it matter?

A **mission statement** describes what your school *does*.

Your **brand promise** tells the world your *purpose*

A **brand promise** holds you accountable for delivering a consistent and genuine message and matching customer experience.



MARKETEER BEWARE..!

If consumers know - or discover - a brand promise to be empty, they will mock the disconnect between the message and the actual customer experience.

Developing your Brand Promise

- Rather than describing how you do what you do, your brand promise should describe the experience you deliver.
- Never try to change your school's ethos to match other schools or what you think the market wants - your school spirit is one of your greatest advantages.
- Use market research to help develop a set of Brand Statements
- These statements should reflect the multiple ideals - *that come together* - to make up your brand.



Remember! Each individual statement may not be unique, but the unique combination of them will be

Tag-lines - summing it all up...

Indicative

The Judgement Free Zone - Planet Fitness

Differentiating

Melts in your mouth, not in your hands - M&M's

Emotive

Creating happiness through magical experiences. - Disney

Simple

Save money. Live better. - Walmart

Core Purpose

Melts in your mouth, not in your hands - M&M's

Honest!

Gives you Wings - Red Bull (settled lawsuit for \$13m)

Developing your Visual Identity



Fonts / Colours / Logo

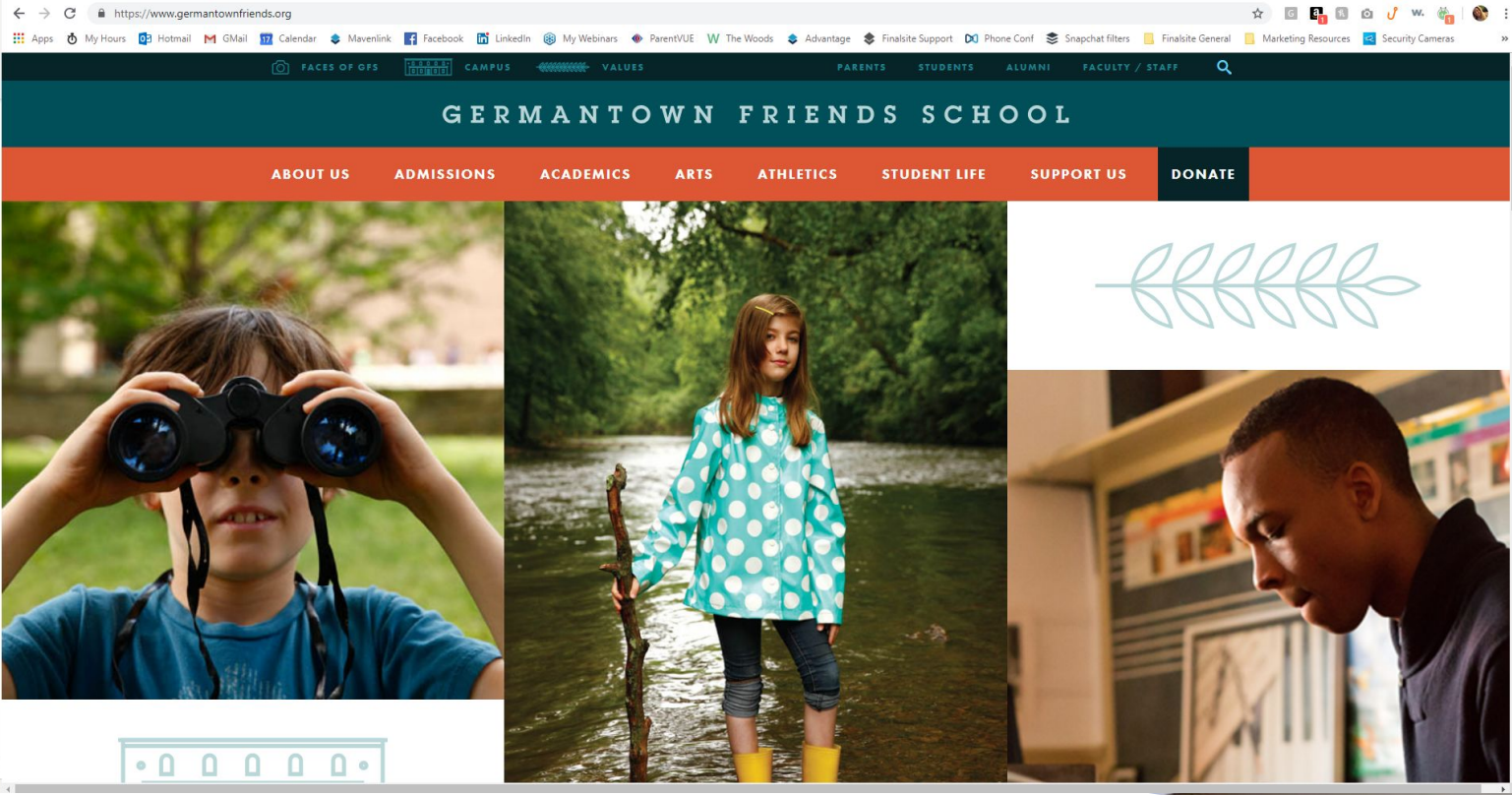
- Invest in professional graphic design
- Create a Branding Style Guide
- Demonstrate best practice and brand everything centrally
- Consider physical spaces, materials & online channels

Remember! Develop a look and feel that properly reflects what your school is really like...

Developing your Visual Identity



Developing your Visual Identity



Setting yourself apart - Brand Differentiators

- Few things have as big an impact in communicating differentiators as **quick facts, statistics & infographics**
- Try to back your differentiators up with your other marketing
- Don't overdo it - either in tone or volume

The screenshot shows a website header with navigation links: ABOUT US, OUR SCHOOLS, DEPARTMENTS, BOARD OF EDUCATION, and CAREERS. Below the header is a section titled "DID YOU KNOW?" with five distinct blocks of information:

- Top 5**: Dare County Schools was ranked in the top 5 public school districts in North Carolina by a 2017 report from the Public School Forum. [VIEW THE FULL REPORT HERE.](#)
- 95%**: Students in Dare County Schools graduate at significantly higher rates than other districts in North Carolina. [SEE HOW IT HAPPENS.](#)
- A+**: All schools in Dare County meet or exceed growth each year. Manteo High School is one of the few schools in North Carolina to receive a school grade of A+. [SEE HOW WE DO IT.](#)
- SAT**: Our high schools are nationally recognized for high SAT scores and high college acceptance rates. [SEE WHAT THE DATA SAYS.](#)







Setting yourself apart - Brand Differentiators

Western Academy of Beijing

DISCOVER LEARN EXPERIENCE JOIN CONNECT

THE WAB DIFFERENCE

What makes us a top international school in Beijing?

 51 Nationalities Represented at WAB	 1:8 Teacher-Student Ratio	 65% Teachers with 10+ Years Experience
 8 Mother Tongue Programs	 63 On-Going Student-Led Service Projects	 400+ Extracurricular Options

..

Setting yourself apart - Brand Differentiators

The screenshot shows the 'Chadwick School Distinctions' page on the school's website. The navigation menu includes: ABOUT, ADMISSION, VILLAGE SCHOOL, MIDDLE SCHOOL, UPPER SCHOOL, STUDENT LIFE, COMMUNITY, GIVING, and a LOG IN button. The 'ATHLETICS' tab is selected. The page features four distinct achievements:

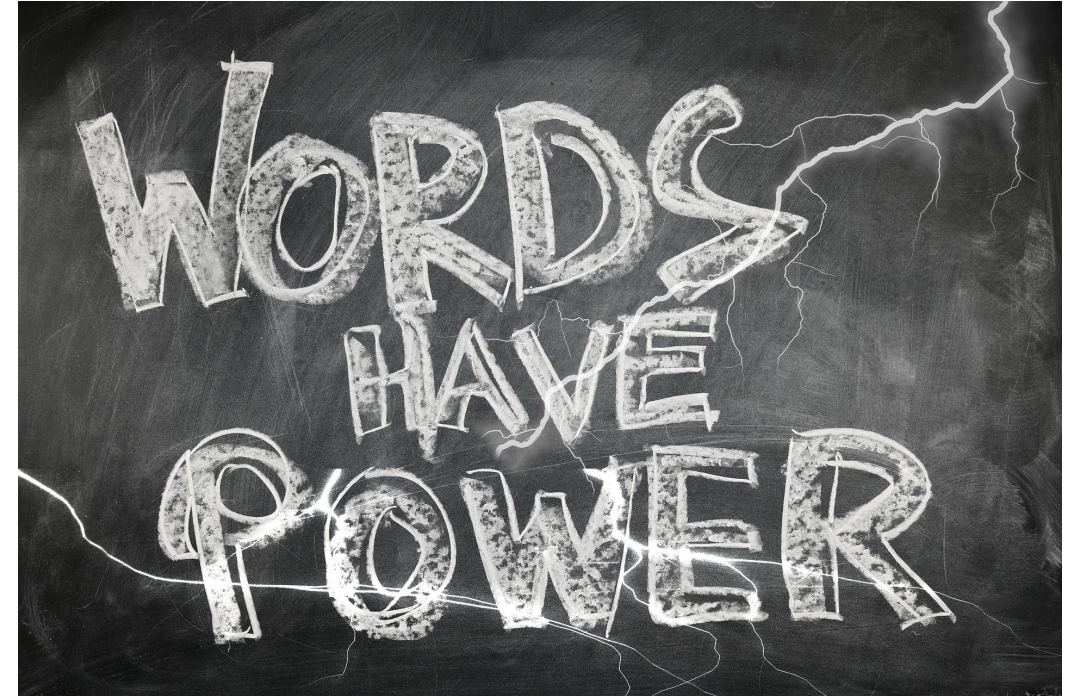
- 35** PREP LEAGUE FIRST-TEAM ALL-LEAGUE ATHLETES IN 2017-18 (represented by a trophy icon)
- 15** TEAMS COMPETED IN CIF SOUTHERN SECTION PLAYOFFS IN 2017-18 (represented by a group of people icon)
- 3** GIRLS CROSS-COUNTRY STATE CHAMPIONSHIPS IN THE SCHOOL'S HISTORY (represented by a runner icon)
- 12.36** NEW SCHOOL RECORD SET IN 2017-18 (represented by a medal icon). Below this, it notes: 'in the 100-meter dash by track star Blair McDonald'.

Finding Your Voice

- Tone of voice is not what you say, but how you say it
- It makes it easier for people to connect with you on a personal level

CONSIDER

- What 'person' do you use in communications about your school - first person ("we") or third person ("name of school")?
- Do you stick to grammar rules at all costs, or are you ok with bending them for style?



Remember! Your customers will recognize your voice and tone and connect them with your school brand, but only if you are truly consistent...

Branded Communications

- Brand *all regular and ad hoc* communications, *always!*
 - Email signatures
 - E-newsletters - headers & overall style
 - Notices on school notice boards
 - Programmes for plays, musicals and other performances
 - Sports venues and events

to name but a few!

Remember! It takes quite an effort - & budget! - to 'over brand' so don't hold back...

Branded Communications



Thank you for subscribing to our newsletter! For more information, we encourage you to connect with us on social media. Use the icons at the bottom of this email to see updates on a more frequent basis.

Thank you for your support of Bloomfield Hills Schools!

SCHOOL NEWS

News from West Hills



Dear West Hills Families,

Please take a moment to review our broadcast and our upcoming happenings. As a reminder for eighth grade families, it is last call to provide Mrs. Seaton, our yearbook adviser, with a photo of when your child was younger (see article).

"We must accept finite disappointment, but never lose infinite hope." - Martin Luther King, Jr.

It's Great to be a West Hills Warrior!

Rob

Rob Durecka

Principal

West Hills Middle School

2601 Lone Pine Road

West Bloomfield, MI 48323

(248) 341-6105

<https://www.bloomfield.org/west-hills/index.aspx>

"Enabling learners to become architects of their futures ..."

[Read More](#)

CALENDAR

February 27, 2018

[8th Gr and BHHS Choir Concert @ BHHS Auditorium](#)
7:00 PM - 9:00 PM

February 28, 2018

[7-8th Grade Band & 7-8th Orchestra Concert and Clinic](#)
6:00 PM - 8:30 PM

March 7, 2018

[PTO Meeting - Supt. Dialogue](#)
7:00 PM - 8:30 PM

March 21, 2018

[Incoming 4th Grade Parents Night](#)
7:00 PM - 8:30 PM

March 22, 2018

[6th Grade Choir Pops Concert](#)
7:00 PM - 8:30 PM

ALL EVENTS

DISTRICT NEWS

West Hills Samaritans 365 Club

[Read More](#)

Five BHHS Students Named as U.S. Presidential Scholar Candidates



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SCHOOL NEWS

Way Pride Day



Today was a PRIDE DAY at Way. The day offered an opportunity for students to meet with their dens to reflect on positive behavior throughout the school. Students worked in their multi-age groups to focus on how to play and work with peers to demonstrate PRIDE behavior.

[Read More](#)

Multi-Cultural Celebration



You're invited to the Multicultural Celebration!!

Hosted at Bloomfield Hills High School on Tuesday, March 6 from 6-9 pm, this is the first ever district-wide Multicultural Celebration!! Come see exhibits featuring cultures from around the world, presented by district families and school clubs! Enjoy performances from dancing to music, featuring students and guest performers!

CALENDAR

February 23, 2018

[PRIDE Dens](#)
9:15 AM - 9:45 AM

March 13, 2018

[PTO Meeting](#)
9:30 AM - 11:00 AM

March 17, 2018

[Parent's Night Out](#)
7:30 PM - 10:30 PM

March 21, 2018

[1st Grade Exhibition](#)
9:30 AM - 10:00 AM

March 23, 2018

[PRIDE Dens](#)
9:15 AM - 9:45 AM

ALL EVENTS

DISTRICT NEWS

Five BHHS Students Named as U.S. Presidential Scholar Candidates

[Read More](#)

East Hills Winners' Circle Background

[Read More](#)



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SCHOOL NEWS

NEXT WEEK'S SCHEDULE

Monday, February 26 - B day
Tuesday, February 27 - A day
Wednesday, February 28 - B day
Thursday, March 1 - A day
Friday, March 2 - B day



Thursday, March 29 - 1/2 Day; dismissal at 11:35 a.m.
Friday, March 30 - NO SCHOOL
Monday, April 2 through Friday, April 6 - NO SCHOOL (SPRING BREAK)

For additional days off or school breaks, please see the [District Calendar](#).

For more BHMS specific dates, check out the A/B DAY SCHEDULE AND EVENTS CALENDAR and the BHMS DAILY BELL SCHEDULE (includes lunch periods) on the [BHMS Website](#).

DOES YOUR STUDENT PARTICIPATE IN A BHMS CLUB? The [CLUB CALENDAR](#) is on the main page of the BHMS website. Please bookmark the link as a reference for your student's club meeting dates, start times and end times. NOTE: Second semester clubs start the week of January 29. Please check the [CLUB CALENDAR](#) for specific meeting dates and times.

CALENDAR

February 24, 2018

[MSVMA \(Choir\) Solo & Ensemble Festival \(Offsite\)](#)
4:00 PM - 6:00 PM

March 9, 2018

[Potential MSBOA Band and Orchestra Festival](#)
All day

March 10, 2018

[Potential MSBOA Band and Orchestra Festival](#)
All day

March 21, 2018

[Band and Orchestra Solo & Ensemble Lock-In](#)
3:15 PM - 6:30 PM

March 26, 2018

[Gr. 7 Choir Festival Concert](#)
7:00 PM - 9:00 PM

ALL EVENTS

DISTRICT NEWS

West Hills Samaritans 365 Club

[Read More](#)

Your brand story

Human beings make sense of the world through stories, so if you want your school's message to stick, think of it as a story...



- When you need to build trust, create community, or persuade, do it through storytelling
- Putting faces to your brand - allows you to develop a deeper, more personal, connection with your audience
- The greater the variety of personal stories you create - and communicate - the more likely you are to provide content that engages to the point of action.

Your brand story

Testimonials

ARRANGE A VISIT



TONBRIDGE PEOPLE



Jonas

Year 10

[LEARN MORE](#)



Josie Green

Lower Master / Geography Teacher

[LEARN MORE](#)



Gavin Bruce

Director of Theatre

[LEARN MORE](#)



Richard Evans

Housemaster

[LEARN MORE](#)



Helen Precious

Head Librarian

[LEARN MORE](#)

Your brand story

Oakham
SCHOOL

ABOUT OAKHAM

ADMISSIONS

LIFE AT OAKHAM

ACADEMIC

SPORT

THE ARTS

NEWS & EVENTS

OOS AND FOUNDATION

search...



From the Head Girl



My name is Beth and I have the honour of being this year's Head Girl. I joined Oakham in Lower 1 and was in Ancaster House, moving to Gunthorpe for Middle School and in my final year I will be in Round House.....

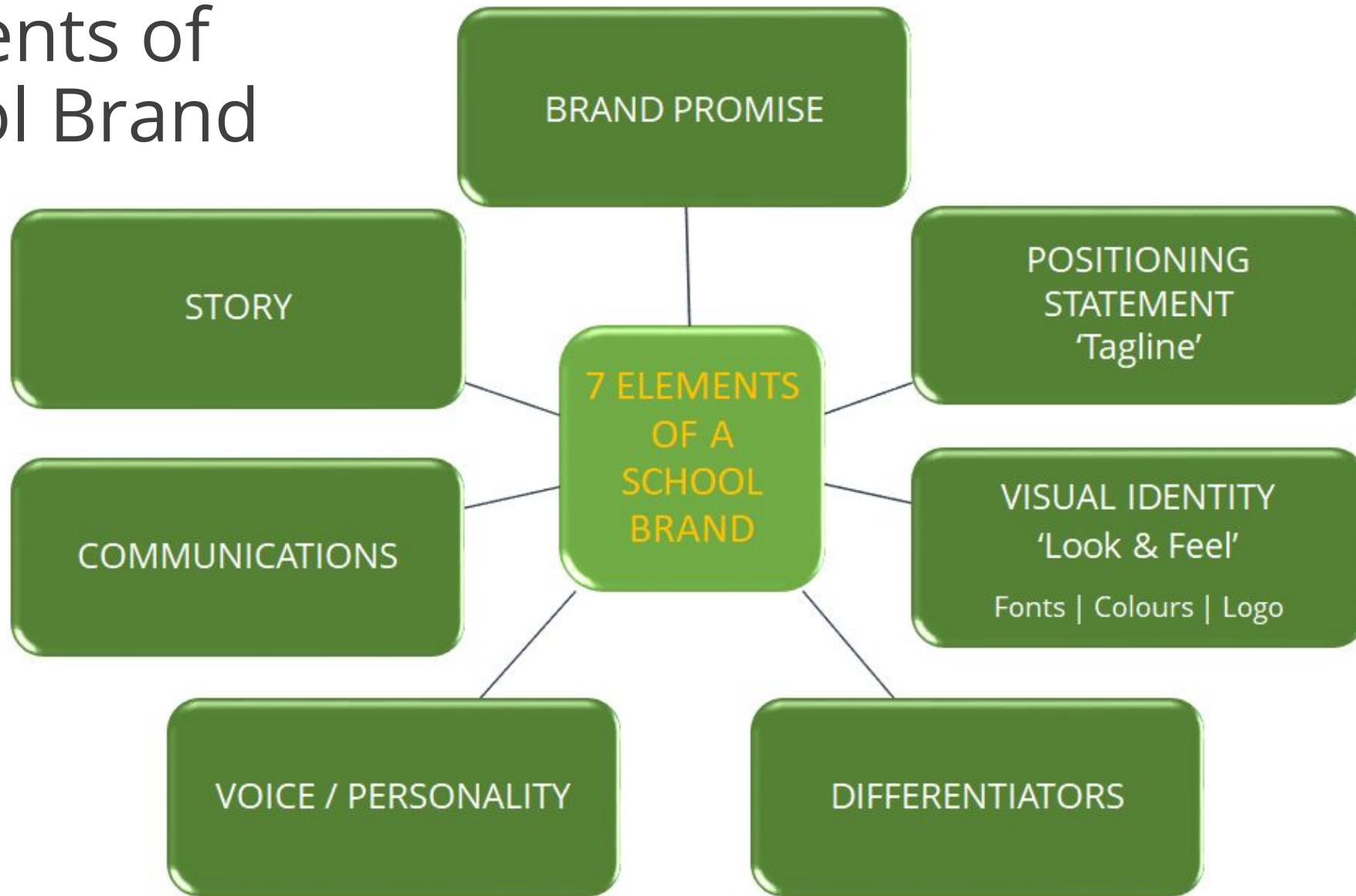


Beth - HEAD GIRL

Meet The Pupils



7 Elements of a School Brand



Any Questions?



Thank You!

Be sure to continue to share your conference experience using the #FinalsiteU hashtag.



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